

Some Publishers

refer advertisers to "Government Statements" of circulation.
THEY MEAN THEIR STATEMENTS TO THE GOVERN-
ment, which is a very different thing.

THE GOVERNMENT DOES NOT MAKE ANY STATE-
ments in regard to circulation.

STATEMENTS TO THE GOVERNMENT, IN THE AB-
sence of verification, are valueless to the advertiser.

THERE IS ONE METHOD AND ONLY ONE OF ASCER-
taining the facts regarding the circulation of a paper.

AND THAT IS BY REFERRING TO THE REPORTS OF
the Audit Bureau of Circulations.

A PUBLICATION THAT QUOTES ITS STATEMENT TO
the Government in lieu of an A. B. C. report is evading the
issue.

ASK TO SEE THE A. B. C. REPORT ON THE EAST ORE-
GONIAN.